

**DORAL (continued)**

## ➡ Promotion Goals

- Generate trial among competitive smokers (offensive) with 50%+ focus on king size box styles
- Generate increased retail presence to support DORAL's Big Brand image
- Generate competitive names for DORAL & Co. direct marketing program

**NOTE: Additional program details are available in Wholesaler Packing Instructions.**

- June Supermarket Carton Onsert with DORAL & Co. sign-up (postage paid by consumer)

- Onserts do not have preprinted denominations on them. Field Sales should use consumer pricing dollars (discounting) in conjunction with the onsert.
- Onsert includes a name generation for DORAL & Co.

## ➡ Promotion Goals

- Generate names for DORAL & Co. relationship marketing program
- Generate increased retail presence to support DORAL's big brand image
- Defensive: hold franchise

**NOTE:** For maximum promotion visibility and impact strive to work this program on the 90-carton generic floor display

- June Cigarette/Tobacco Store Carton Onsert with 3 items continuity offer (to be worked only in Partner cigarette stores)

- Onserts do not have preprinted denominations. Field Sales should use consumer pricing dollars (discounting) in conjunction with the onsert.
- Promotion is centered around a summer thematic that features 3 lifestyle oriented premiums for pack seals -
  - (1) BBQ set with apron
  - (2) Cooler ("Thermos" holds 10 cans)
  - (3) Garden Tool Kit.
- Offer expires September 30, 1997.

## ➡ Promotion Goals

- Generate incremental competitive trial/volume
- Generate increased retail presence to support DORAL's big brand image
- Offensive: Generate volume/competitive trial

**NOTE:** For maximum promotion visibility and impact strive to work this program on our special cigarette/tobacco store display (currently being redesigned, Item # to be provided at a later date).